

Dear TWF friends



After the Crisis: How Will COVID-19 Transform Gender Equality?

"Accept - then act. Whatever the present moment contains, accept it as if you had chosen it. Always work with it, not against it." Eckhart Tolle, author

COVID-19 has upended nearly every aspect of our daily lives from our basic necessities and social interactions to education, jobs and the economy. But it also offers us a rare chance to radically transform and reshape our mindsets, behaviours, values and systems – including gender equality. This crisis is in effect the crucible of transformation.

At TWF, we've taken a moment to reflect on what this crisis and – in turn – how we can use it to transform gender equality in the post-COVID environment.

We are beginning to see deep challenges to the status quo. There is a collective upswell in appreciation for essential workers. Not just for health service workers, but also supermarket workers, cleaners and other low income jobs that are disproportionately held by women and whose voices and needs have often been sidelined from conversations and policies.

 [Read More](#)

#TECHFORGOOD

#TechforGood Initiative
Help Us Support Underprivileged Families during Covid-19



Help Us Support Underprivileged Families During COVID-19

As Hong Kong fights the pandemic with ongoing school closures and other measures, TWF is committed to assisting underprivileged girls and their families. In collaboration with Hong Kong Association for Computer Education (HKACE), we intend to donate **500** much needed second-hand portable devices to underprivileged families to enable their children to access online school work and e-classes amid school suspensions.

We need your help to make this happen. Please consider joining this vital project for our community by donating 25-50 laptops, iPads or tablets; or by helping us [cover the costs](#) for coordination of this outreach project.

Visit [here](#) for more information. Kindly contact Connie.Cheung@twfhk.org or Deanie.Chiu@twfhk.org with any questions.

UPCOMING EVENT

#SheMeansBusiness

Special Edition for Mother's Day:



Supermoms Fight Against COVID-19

Facebook and TWF are coming together with Hong Kong Momtrepreneurs to bring you a Mother's Day panel. Diana Wu David | Future Proof Labs; Anita Lam | Facebook Greater China; Shalini Mahtani | The Zubin Foundation; and Janice Chew | JC Legal will join Fiona Nott | TWF to discuss resilience, support from technology, and collaborating to help other mother-entrepreneurs and the wider community.

DETAILS

Date: Friday, May 8 2020

Time: 1.00pm

Language: English

Watch Live on the following Facebook pages: [TWF](#), [Hong Kong Momtrepreneurs](#) or [Facebook](#)

TWF PROGRAMME UPDATES

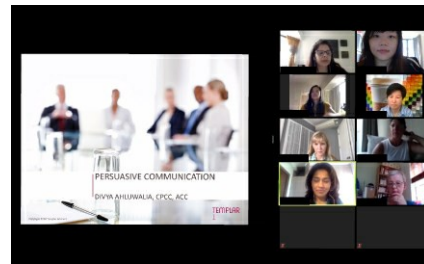


Support TWF's Mentoring Programme

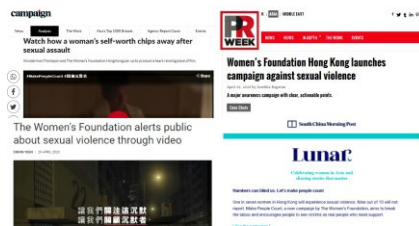
The 12th year of our flagship Mentoring Programme for Women Leaders will start over the summer. If you think your organisation is committed to diversity, working hard to develop a pipeline of women leaders, and would be interested in becoming a corporate partner of the Programme, there are limited spots left! Get in touch: mentoring@twfhk.org

Mentoring Programme - Art of Persuasive Communication

Last Saturday, our mentors came together for a virtual workshop on the Art of Persuasive Communication. Our mentors took away practical tools and strategies on the art of creating and delivering a persuasive and "sticky" message. Thank you very much to our very own alumni Divya Ahluwalia | Templar Advisors for leading an excellent session!



#MAKEPEOPLECOUNT CAMPAIGN



#MakePeopleCount Update

MEDIA

Our anti-sexual violence campaign #MakePeopleCount was featured by various media outlets including [SCMP](#), [Luna](#), [Campaign Asia](#), [Marketing Magazine](#) and [PR Week](#).

WAYS TO ENGAGE

Our campaign will be running through the end of May, so please share our [video](#), [resources site](#) and / or advocacy recommendations ([Chinese](#), [English](#)) with your networks or engage with us on social media.

If you have any questions or feedback about the campaign, please contact Lisa Moore at Lisa.Moore@twfhk.org.

DONATE TO TWF



The COVID-19 pandemic is not only having a profound impact on our health, but also on our society. Women are disproportionately impacted by this crisis -



from comprising the majority of workers and undertaking the majority of care work at home without the support of schools or care centres to facing increased risks of domestic abuse and other forms of gender-based violence.

At TWF, we are committed to working with you all in forging a path forward that is equal – for men and women, boys and girls. As we continue to grapple with COVID-19, it's more vital than ever that gender equality, diversity and the needs of our most vulnerable are kept in mind. We know this next period will be a challenge for all of us and will leave our city changed in ways that are both predictable and unpredictable. Help us as we continue to empower and improve the lives of women and girls in Hong Kong. Please make a donation to support our critical work.

[Make your donation here now!](#)

IN THE SPOTLIGHT

Female business consultants pursue better deal in China

Coronavirus lockdown will accelerate moves towards more flexible work patterns



Clockwise from top left: Sophie Tse, Wendy Chan, Angela Chan, Fiona Nott, Helen Lee, and Shirley Wong. Photo: TWF

TWF CEO Quoted in the FT on Challenges Women Face at Work

TWF CEO Fiona Nott was quoted in an article from the Financial Times around how COVID-19 can kickstart changes for women in the workplace in Mianland China and Hong Kong.

[Read the article here](#)

TWF CEO Interviewed by A Plus Magazine

TWF CEO Fiona Nott was interviewed for A Plus, HKICPA's magazine, on the effects of COVID-19 on gender equality, as well as the challenges and opportunities of advancing women leaders in businesses in Hong Kong. Fiona explained why gender diversity is a business case and the important role of the corporate sector plays in advancing gender equality.

[Read the profile here](#)



IN THE COMMUNITY



Facebook's Go Digital Programme for the #SMB community

As part of #SheMeansBusiness, TWF is proud to support Facebook's Go Digital Programme for female entrepreneurs. Starting with an introduction session on May 7, Go Digital will help you develop knowledge and skills around digital marketing and help your business continue in the current crisis. Delivered in **Cantonese**, you can access the programme in your own time and join live Q&A sessions with Facebook experts. Join the introduction session to find out more!

[Sign up here!](#)

TWF CARE PACK – HELPING YOU NAVIGATE COVID-19

We hope to update this pack with new suggestions each week! If you have any recommendations, please send them to Jenny.Bate@twfhk.org

- **Prevention**
 - [Coronavirus: How do I protect myself?](#) (BBC)
- **Work from Home & Home Schooling Tips**
 - [Homeschooling: Live online classes for ages 3-18](#) (Outschool)
 - [Watch my kids, please: Parents hire Zoom babysitters so they can shelter in peace](#)

- (Washington Post)
- [3 Ways Strong Leaders Can Support Work-From-Home Employees](#) (Entrepreneur)
- [5 Questions That \(Newly\) Virtual Leaders Should Ask Themselves](#) (HBR)
- **Mental Health & Well-Being**
 - [「心靈防疫系列」網上專題講座：上班一族「疫」鍊智慧](#) (HKU SPACE)
 - [How people learn to become resilient](#) (New Yorker)
 - [5 Mental Exercises to Strengthen Your Emotional Fitness](#) (Entrepreneur)
 - [How to Refuel When You're Feeling Emotionally Drained](#) (HBR)
 - [To Take Care of Others, Start by Taking Care of Yourself](#) (HBR)
- **Meditation & Mindfulness**
 - [Animal Meditations: inside the experience of being a specific animal in their habitat](#) (Animal Meditations)
- **Physical Activities**
 - [Discover Hong Kong parks on foot – where to go in Kowloon: five pockets of greenery amid the urban jungle](#) (SCMP)
 - [Ryan Heffington's Dance-Fest Is The Ultimate Lockdown Therapy](#) (Vogue)
 - [17 Common Exercise Mistakes People Make When Working Out At Home](#) (HuffPost)
- **Activities**
 - [Hiking the Pacific Crest Trail: here's what you see, one second each day](#) (Trendingly)
 - [Online Quarantine Activities For 'Harry Potter' Fans: Hogwarts Classes, Escape Rooms & Virtual Tours](#) (Forbes)
 - [Live-streaming concerts and DJ sets to enjoy from home](#) (Time Out)
 - [ZOMG! Watch this brilliant 'Night of the Living Dead' stage play online for free](#) (Time Out)
 - [How to visit Amsterdam while stuck at home in lockdown](#) (Guardian)
 - [Take a virtual tour of Frida Kahlo's dazzling Mexico City home](#) (Time Out)
- **Virtual Volunteering**
 - [Coronavirus: how can I help?](#) (BBC)

In case you missed last week's selection of articles, please click [here](#).

WHAT WE'RE READING

Gender Equality

- [阿富汗女權特展：不論世界何處，女性都不該是受害者](#) (WOMANY)
- [Why do female leaders seem so good at tackling the coronavirus pandemic?](#) (Telegraph)
- [COVID-19 could lead to millions of unintended pregnancies, new UN-backed data reveals](#) (UN news)
- ['I feel like a 1950's housewife': how lockdown has exposed the gender divide](#) (The Observer)
- [The "women's work" of the pandemic](#) (Vox)
- [The coronavirus is not gender-blind, nor should we be](#) (World Bank)
- [Megan Rapinoe and Alex Morgan say USA Women's team will appeal after equal pay defeat](#) (Sky Sports)

Sexual Violence & Harassment

- [國際丹寧日：直到今天，還有六成人認為性侵是被害者的錯](#) (WOMANY)
- [【性別觀察】強尼戴普與安柏赫德的家暴案：看見男性受害者，與 #MeToo 運動並不衝突](#) (WOMANY)
- [Domestic Violence in Turbulent Times](#) (Hong Kong Divorce)
- [In a Victory for Women in Sudan, Female Genital Mutilation Is Outlawed](#) (NYT)
- [Evangelical churches believe men should control women, that's why they breed domestic violence](#) (The Conversation)
- [COVID-19 is New. Gender-Based Violence Isn't](#) (Deliver For Good)
- [Anti-porn activists come after Montreal based Pornhub](#) (National Post)
- [Preventing a silent crisis for Rohingya women and girls during COVID-19 pandemic](#) (UNICEF)

Masculinity

- [Coronavirus lockdown: Sierra Leone 'role model' minister carries baby and holds Zoom meeting](#) (BBC)

Board Diversity

- [鄭志剛下月任新世界行政總裁 女性董事比例增至25%](#) (HKET)
- [Want gender balance in the boardroom? Here are 3 alternatives to quotas](#) (Fortune)

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